

1. A method of consumer to business referral managed by a service provider on behalf of consumers and manufacturers participating over a public network and accessing the service provider over the public network, the method comprising the following steps:

maintaining a manufacturer database including a plurality of manufacturer entries, each entry for a manufacturer in the manufacturer database including the manufacturer's identification, and for each retailer stocking any of the manufacturer's products, the retailer's identification and identification of the manufacturer's products stocked by the retailer;

maintaining a consumer database including a plurality of consumer entries, each entry for a consumer in the consumer database including the consumer's identification;

displaying products in the manufacturer database on the public network;

a consumer viewing the displayed products on the public network and selecting a product to refer to a retailer;

receiving from the referring consumer over the public network a product referral, the product referral including the referred product identification and the referred retailer identification;

searching the manufacturer database to determine whether the referred retailer already stocks the referred product;

searching the consumer database to determine whether a set number of consumers in the consumer database other than the referring consumer have already referred the referred product to the referred retailer;

including the referred product identification and the referred retailer identification in the entry for the referring consumer in the consumer database, if retailer does not stock the referred product or a set number of consumers in the consumer database other than the referring consumer have not already referred the referred product to the referred retailer; and

informing the manufacturer of the referral of the product.

2. The method of claim 1, the method further comprising the following steps:

if a sale is made by the manufacturer of the referred product to the referred retailer, then updating the manufacturer entry in the manufacturer database to indicate that the referred retailer stocks the referred product; and

if the sale is made by the manufacturer of the referred product to the identified retailer, then the manufacturer rewarding the referring consumer.

3. The method of claim 1, wherein the set number of consumers in the consumer database other than the referring consumer is one.

4. The method of claim 1, wherein the set number of consumers in the consumer database other than the referring consumer is a set number greater than one.

5. The method of claim 1, wherein maintaining a manufacturer database further comprises the following steps:

manufacturer registering on the service provider via the public network by providing manufacturer data including manufacturer's name, address and contact information;

creating a manufacturer entry in the manufacturer database for the manufacturer, the entry including the

manufacturer data;

manufacturer uploading for each product manufactured by manufacturer, product information including a unique product number, a product description, pricing, and a referral policy;

including the product information in the manufacturer entry in the manufacturer database;

manufacturer uploading for each product, retailer information for retailers that stock the product including each retailer's name, address, and contact information; and

including the retailer information for each product in the manufacturer entry in the manufacturer database.

6. The method of claim 5, wherein:

the set number of consumers in the consumer database other than the referring consumer for each product is determined by the referral policy for the product; and

the referring consumer reward is determined by the referral policy for the product.

7. The method of claim 1, wherein the step of maintaining a consumer database including a plurality of entries, each entry for a consumer in the consumer database including the consumer's identification comprises the following steps:

consumer registering on the service provider via the public network by providing consumer identification including consumer's name, address and contact information; and

creating a consumer entry in the consumer database including the consumer identification.

8. The method of claim 1, the method further comprising the steps of:

maintaining a retailer database including a

plurality of retailer entries, each retailer entry containing data including the retailer name, address, contact information, products stocked by the retailer, and products referred to the retailer.

9. The method of claim 8, wherein the step of maintaining a retailer database including a plurality of retailer entries further comprises the steps of:

merging into a retailer entry in the retailer database for any retailer having the same retailer's identification in any entry in the manufacturer database, the products stocked by the retailer for any manufacturer in the manufacturer database; and

merging into the retailer entry in the retailer database for any retailer having the same retailer's identification in any entry in the consumer database, the products referred to the retailer by any consumer in the consumer database.

10. The method of claim 9, further comprising the steps of:

a manufacturer searching the retailer database to locate retailers not stocking the manufacturer's product.

11. The method of claim 9, further comprising the steps of:

the service provider searching the retailer database to locate retailers not stocking a manufacturer's product in the manufacturer database; and

the service provider emailing broadcasts of manufacturer's product information to retailers not stocking the manufacturer's product.

12. The method of claim 1, wherein the manufacturer database includes in each manufacturer entry for each product manufactured by the manufacturer, manufacturing

representative information, the manufacturing representative information including the manufacturing representative's name and contact information.

13. The method of claim 12, further comprising the steps of:

a manufacturer searching the manufacturer representative database to find manufacturer representatives that represent products similar to the manufacturer's products in the manufacturer database.

14. The method of claim 12, further comprising the steps of:

the service provider searching the manufacturer representative database to find manufacturer representatives that represent products similar to a particular manufacturer's product in the manufacturer database; and

the service provider recommending the manufacturer representative to the manufacturer for representing the particular manufacturer's product.

15. The method of claim 9, further comprising the steps of:

comparing the products in a manufacturer entry in the manufacturer database sold by the manufacturer to a selected retailer to all products stocked by another retailer in the retailer database by comparing the descriptions of the products sold to the selected retailer to the descriptions of the products stocked by the other retailer in retailer database by accessing the product descriptions in the manufacturer database; and

recommending to the manufacturer to attempt to sell the products sold by the manufacturer to the selected retailer to the other retailer, if the comparison between the description of products sold by the manufacturer to the selected retailer and the description of all the products

stocked by the other retailer passes a threshold value.

16. The method of claim 15, further comprising the steps of:

repeating the steps of claim 15 for each retailer in the retailer database.

17. The method of claim 16, further comprising the steps of:

repeating the steps of claims 15 and 16 for each retailer in the manufacturer entry in the manufacturer database.